

## LIVELY GOSSIP ON LIVELY CAMP

Lines on Things That Are Doing in Nevada's Greatest Gold District.

### WINGFIELD'S LAST STROKE

NEW COMPANIES FORMED—MOHAWK'S LEASERS.

(Special to The Herald.)  
Goldfield, Sept. 2.—It has been persistently rumored in camp that George Wingfield has obtained control of the Goldfield Mining company. The stock has advanced in consequence. Rumor further has it that R. L. Johns, the former president of the company, has sold his entire holdings. The Goldfield Mining company owns what is called the January mine. This mine, lying on the south of the Combs, has been a steady producer for almost a year now but for some reason or other has failed to come forward with the much desired dividends. The former management has been blamed in local circles for this condition and there is no question but that Wingfield's name added to the control would greatly increase the confidence of investors. The company owned three groups of claims in different parts of the camp. In the new arrangement, whatever it may be in its entirety, the old company retains the January and the February claims.

### Some New Companies.

A group of three claims, namely, the September, October and St. Paul, lying east of Portland mountain, have been detached and organized under the name of Goldfield Red Hill Mining company with R. L. Johns, president; A. C. Eisen, vice president and treasurer. Capital, 1,500,000 shares; 600,000 treasury stock. This stock has been listed on the local exchange and is selling around 20 cents.  
Another group of claims owned by the Goldfield Mining company includes the Cracker Jack, Henry Clay and Cracker Jack Fraction. They lie directly east of Columbia mountain and Sandstorm, and these have been incorporated into the Goldfield Cracker Jack company. A. C. Eisen, president; R. L. Johns, secretary and treasurer; capital stock, 1,500,000; treasury stock, 600,000. This stock has been listed and is quoted locally at 11 cents.  
The Goldfield Esmeralda Mining company has been listed locally and is selling around 15 cents. This company is offered by M. J. Monnette, president; G. W. Hayes, vice president; and R. L. Johns, secretary. It owns the Dew Drop, Montezuma and Clara claims just east of the townsite of Goldfield and near the Silver Pick. Some work was done here in the early days of the camp and a shaft is already down eighty-five feet, but the territory did not attract so much attention until Mohawk made good.

The Portland Strike.  
A strike was made this week on the well-known Goldfield-Portland ground. This company is controlled by Pittsburg capitalists and it has done an immense amount of work in the last two years without making much noise about it. The ground is just south and east of the Florence, and when it thought of the matter at all the camp ardently wished that here a big mine would ultimately be developed. It seems these hopes have been realized. The work where the strike is reported is at a depth of nearly 500 feet and on that account alone, considering what has been proven in other Goldfield mines, it is important.

It should be born in mind that these various properties near the heart of the Goldfield district are all attracting intense interest recently. There isn't an inch of ground within five miles of the premier Mohawk and Jumbo but what investors and speculators are studying and watching. If Goldfield is to discount Cracker Jack, even more of these properties will be worth considerably more money before another spring rolls around. Those whose eyes are turned to the 40, 30 and 20 cents will get speculative features on this market. Many believe they are the best buys in Nevada.

Mohawk and Its Leases.  
Of course most of the news comes from Mohawk ground. The ore is not hauled from there now in teams. It takes steam engines. A network of railroad tracks have been built all through the some fifty acres of the property and some twenty or twenty-five gasoline hoists are working three shifts per twenty-four hours.  
Two or three more leases have been bought from the company within the last two weeks. One of them will be known as the Mohawk Leasing syndicate. It is a corporation organized by M. J. Monnette, the man who is at the head of the greatest lease of all—the Hayes & Monnette lease. G. St. Johnston, the well-known promoter; Forest J. Swears, the engineer, and several other local capitalists. The Nevada Leasing company is this company is near the center of activity. In fact, it is surrounded by producing mines and it is hard to see how it can miss catching up with some of the various ore bodies down in the depth of that rich territory.

Leasing stock is becoming more popular every day. It is quick money. MacKenzie leasing stock is a fair example. It was floated a month ago at 20 cents and is unobtainable today at 40 cents, while D. MacKenzie, the man behind, states that he will certainly declare a dividend before the winter is over. Several other companies of this kind that should be in position to pay out big amounts. The Nevada Leasing company is one. This stock was floated some months ago and affairs at the lease are looking very prosperous. The best body of ore was located at a depth of 200 feet in a crosscut and has now been tapped on the 150-foot level. Forty tons of high-grade were shipped this week.

Winning Outside Camps.  
Meanwhile, outlying districts are not being forgotten even in Goldfield. Ramsey will be a winner, according to the men who see these things a long way ahead. Fairview is certainly a great district. Round mountain, where the pure gold comes from, is looking better each week. Manhattan—poor Manhattan; the camp that got its hard blow from the San Francisco fire—is picking up and is going to surprise the mining world very soon. Manhattan stocks are all low now. They are bound to rise with the buying power that will soon commence to come from eastern investors. This summer buying has been done by westerners.

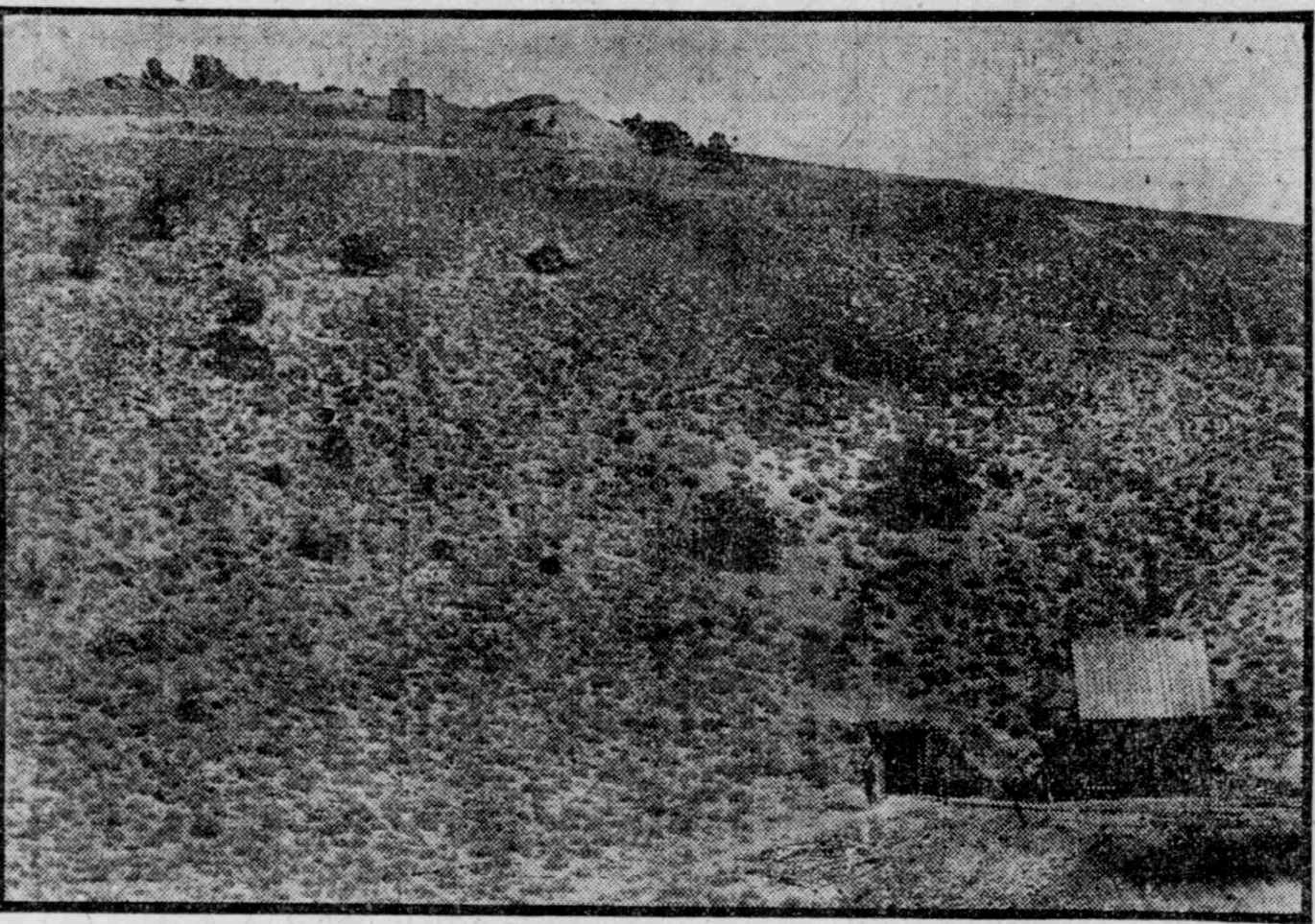
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ALL MINING AND HIGH-  
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## First Pictures of New Black Horse District.



Town of Black Horse, Looking South. Mount Jeff Davis, Highest Peak in Nevada, in Distance.



San Pedro Mine, Showing Tunnel Entrance and Shaft.

Here are some pictures of the Black Horse mining country, nine miles from Osceola, Nev. One shows the new town of Black Horse, looking south, with Mount Jeff Davis, the highest peak in Nevada, in the distance. The other picture shows the property of the San Pedro Mining company, the entrance to the tunnel and the location of the shaft and ore bins further up the mountain.

### GOLD MOUNTAIN MINES.

Several Strikes Reported From Properties Little Paraded in Print.

Richfield, Sept. 2.—Lorenzo Nielson has made another discovery which from present indications will add one more to the great high class properties of Gold Mountain mining district. It was made on the Outzen group, about 1,500 feet up the hillside to the southwest from the one lead last summer. The Outzen group is over on the Marysville side up what is called Bullion canyon. The new discovery was made practically under the grass roots and has uncovered a fine quartz lead samples of which show gold to the eye. He says there will be no time lost in developing the find, as they will have a good size force of men to work right away.

Sidney Black, superintendent of the Richfield Mining and Milling company, was down Friday. He reports that the tunnel which they have been running further down the creek has after being driven sixty-four feet, cut a vein of ore eight feet wide that runs a little over 30° a ton.

James Long has started a regular shift of men on the Mammoth. The work will be in lengthening the tunnel a few rods from the cabin. As an example of the justice being extracted. The tunnel will be continued to tap a big vein, believed to be the Surprise ground.

William Johnston and W. J. Shelton are pushing the work on the Copper Butte in Deer Creek canyon and have some very encouraging indications. The work at present is in running a tunnel in which they have struck shattered ground and the aim is now to locate a wall. The ground is all shot full of copper glance, azurites and other grades of copper ore.

H. Nelson this week sold his Nial and Robert Emmett claims in Surprise Gulch to Willard F. Snyder.

H. W. Ramsey is doing some development work on his Jack Pot claim in Surprise Gulch and has made a good strike, it is said.

The Darger Brothers have started a tunnel down near the creek to tap the vein on the Silver King in the north fork of Deer Creek. Some very good values have been encountered in the workings above.

C. C. Rutshauff, who owns nearly all the Dollarhide mines there is also a conglomeration of ore. Every carload of ore coming out is emptied on the dump and piled up by hand. The handling could be avoided if more teams could be got to haul the ore away and if the mill could reduce it.

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### EXAGGERATION IN MINING.

Folly of Misstating Conditions and Justification in Holding News.

Exaggeration of conditions has been the cause of untold and in some cases irreparable injury to the mining industry. The folly of it lies in the certainty of its exposure with the attendant disappointment and distrust, and yet, unthinkingly of the fact that the results alone will justify any statements made, the thoughtless and unscrupulous continue to enlarge upon the truth, says Denver Mining Reporter.

This tendency to improve upon natural conditions is not always malicious, but is the cause of conservative individuals and companies keeping their operations carefully guarded. As an example of the injustice that may be done by exaggeration, suppose that the news of a strike is announced, before the strike has been made many times repeated before the size and richness of the vein have been increased several fold. From inches to feet, and from tens to hundreds of dollars, the size and value grow as they are repeated.

The news reaches the ears of the stockholder and director, the stock is affected and enhances in value, and numerous other conditions are created which subsequently suffer damage when the manager is unable to produce the results which the reports seem to justify. The disappointed shareholder and director conceive the idea that the earnings of their company are being dissipated, and demand the removal of the manager; the stock suffers and the purchasers learn to distrust reports, and in general the end of that company may be disaster, before the truth has been granted to make a fair showing on its true basis.

We are of the opinion that a manager is wise who throws the safeguard of a certain amount of privacy around his operations. This left to work out his own salvation on the basis of actual conditions in the mine, he can at any time show that a fair expenditure has been made of the funds entrusted to his care, and will not suffer personal injury through false reports gaining currency in case the project fails. As we have stated before, the truth should be sufficient, and if deception must be practiced, let it be on the side of conservatism.

At Ontario Drain Tunnel.  
(Park Record.)  
At the drain tunnel the work now consists largely of making preparations to be in readiness for the water when it breaks through, as it is expected to do in the near future. Heavy timbers are being placed across the drift. This will prove a protection to the lives of the workmen, and will keep the tunnel from being damaged by the rushing waters.

NOTICE OF REMOVAL.  
The Pioneer Ore Sampling Co. have moved their offices from the Dooly Block to Rooms 414 and 415 Atlas Block. Both phones, 4327.

Myresco finish brightens walls and ceilings. Morrison, Merrill & Co., 28 Main St.

BIG HORN EXCURSION  
Sept. 1st and 3d.

Via Oregon Short Line. Rate to Frank, Wyo., and return from Salt Lake, \$30.00. Proportionately low rates from other Utah stations. The only direct route is via the Oregon Short Line and Butte, and through tourist sleeper will be provided. For further particulars, see any Short Line agent.

City Ticket Office, 201 Main street.

Mothers, take the children to Wandamere on Labor day. Admission free.

He is paying \$3 per eight hour shift to muckers and miners, \$3.50 to timbermen, \$4 to carpenters, and so on. His three books are the best in the country. The ghost walks regularly, and there are no bad places in either the mines or mill, yet he finds it impossible to get the labor.

arrive in a few weeks. This property is one of those which made the district famous and the company expects to keep the mill running to its full capacity from the very start.

Loftus & Davis are to be congratulated on their enterprise in the matter, and now that the start has been made it is only a question of time till other workings will be similarly equipped.

Nevada's bonanza camp is sure on the high road to permanent success.

STRIKE IN BLACK PEARL.  
Twenty-Five Feet of Ore in Lincoln Mine's Neighbor.

A strike in the Black Pearl mine at Pearl has aroused enthusiasm among Boise, Ida., mining men. In the west drift on the 200-foot level an ore shoot twenty-five feet in width was recently opened, it is learned from an official source. Forty feet of drifting has been run on this ore body, and it shows no indications of narrowing down. Ten feet of the ledge is running 25° to the ton, and it is believed the entire ore body will average from \$12 to \$15.

This is considered one of the most important strikes made in southern Idaho and insures a heavy output and bright future for Pearl district for a number of companies, which have been idle for several months awaiting the result of treatment of ore at the Lincoln and Black Pearl mines, are resuming operations. The Black Pearl mill and concentrating plant are running steadily. A portion of the concentrate is being shipped to Salt Lake smelters and the remainder is treated with cyanide on the ground. The Lincoln and Black Pearl are running on steady profits and there is a strong demand for these stocks among local investors.

Park City Shipments.  
Ore shipments from Park City for the week were as follows:  
Daily Judge ..... 1,154,000  
Daily Judge Middle ..... 225,000  
Silver King ..... 1,576,600  
Daily West ..... 1,000,000  
Little ..... 576,000  
New York ..... 30,000  
Ontario ..... 342,000  
Jupiter ..... 23,000  
Total ..... 5,087,500

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## The Western Idea In Advertising—and Its Progress

Ten years ago more than 60 per cent of American Advertising originated within 10 miles of Park Row, New York. Today 60 per cent of American Advertising comes from the Chicago territory.

THE development of commercial supremacy in The West is the natural result of the development of western advertising—commercial aggressiveness—advertising activity.

The Western Spirit—Aggressiveness—backed by facts has built up in Chicago the largest advertising agency in America—Lord & Thomas.

We are willing to take our share of credit for the development of Western Advertisers.

Our business has grown because we have made the businesses of our clients grow.

And because we did our share in building up small Western Advertisers—Eastern Advertisers (great and small) have come to us until today we have an annual business of \$4,000,000.00 and 700 clients (small and large) from all over the country.

Fortunately our volume of business enables us to retain more \$5,000, \$10,000 and \$20,000-a-year brains for the preparation of advertising campaigns than any other three advertising organizations in the country combined.

Our volume of business has also given us the most valuable advertising experience which we compile into our Record of Results.

This Record constitutes the Only Tangible Basis upon which to build an

Advertising Campaign with the most reasonable assurance of success.

The Lord & Thomas Record of Results is a tabulation of actual results—inquiries and sales known positively to have been produced by scores of classifications of selling plans and copy, advertising hundreds of different commodities in all good newspapers and other good media.

We are fortunate in being located in Chicago, because here the Western Spirit is fully in evidence. And here we are more closely in touch with every part of the country than we would be in any other city in the United States. The center of population is within 100 miles of Chicago and it is thus the logical—the actual center of publicity.

We are ready to focus the Spirit of The West—the Brains—the Record of Results and the Organization at our command upon Your Proposition.

One of our representatives is in your city looking after the interests of some of our present clients every few days. That is why we are advertising in this newspaper—to you—NOW.

A letter, signifying that you will grant us an interview in your office, will not obligate you in any way.

We are issuing a series of small books (cloth bound) covering advertising in all its phases, which we send free to interested advertisers.

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LARGEST ADVERTISING AGENCY IN AMERICA

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